

Healthy, Happy and Productive during Covid-19 Times

MMA Webinar Series

May 14, 2020

In Partnership with:

The Ogilvy logo is rendered in a red, serif typeface.

MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



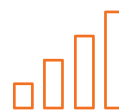
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data







Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 Mobile ROI Research	 Marketing Attribution Think Tank	 To Rethink Mrktg Org	 Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries



MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | [APAC](#) | [EMEA](#) | [LATAM](#) | [North America](#)

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago

TRACKING COVID-19 AND ITS IMPACT AROUND THE WORLD

HUMAN RESOURCES, BUSINESS TOOLS AND TIPS

MARKETING AND ADVERTISING TODAY! & IN THE FUTURE

BUILDING OUR MARKETING

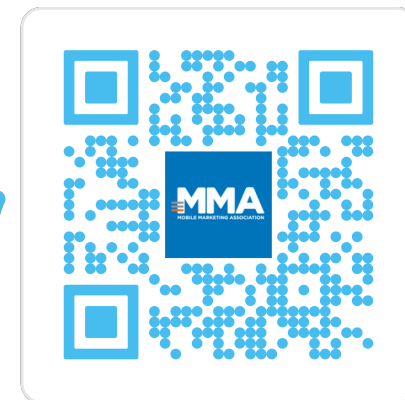
CONSUMER TRENDS AND

LIGHT-HEARTED



UPCOMING WEBINARS

- ≡ **May 14** – Covid-19 Ramadan Learnings from Indonesia with Insights for MENA & Turkey
- ≡ **May 15** – In conversation with Rohit Dadwal ... **There Is No Playbook For This.....**
- ≡ **May 19** – How to Build a Winning Case Study for MMA SMARTIES Awards
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- ≡ **May 28** - Fireside chat: Swiggy and Zeotap unpack customer intelligence



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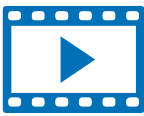





MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com



MANAGING YOUR QUESTIONS

The screenshot shows the GoToWebinar Control Panel window. At the top, the title bar reads "GoToWebinar Control Panel". Below it, the "Audio" section is expanded, showing "Use:" with two radio buttons: "Telephone" (unselected) and "Mic & Speakers" (selected). Below this is a "MUTED" status indicator with a microphone icon and a speaker icon. The "Talking:" section is also expanded, showing a large empty text area for questions. Below the text area is a "Type question here." label and a "Send" button. At the bottom, there is a section titled "Tentative: Mobile & Privacy: Actionable Steps for Success" with a "Webinar ID#" label and a text input field. The GoToWebinar logo is at the very bottom.

Share the Insights

#MMAWeb

PRESENTERS



Sam Tatam
Consulting Partner & Head
Ogilvy's Behavioural
Science Practice



Ashutosh Srivastava
CEO
GroupM Asia

MODERATOR/HOST



Rohit Dadwal
Managing Director
Mobile Marketing Association
APAC

Ogilvy on...

‘Managed Remote Working’

Building a sustainable way of working.



Affect
Our actions are
shaped by emotional
associations

commitment
We seek to be
consistent with our
public promises

*Until recently, the world
has been viewed through
broken binoculars*

**“We are always
rational!”**

- Neoclassical Economics

**“We can make
hypothetical
decisions”**

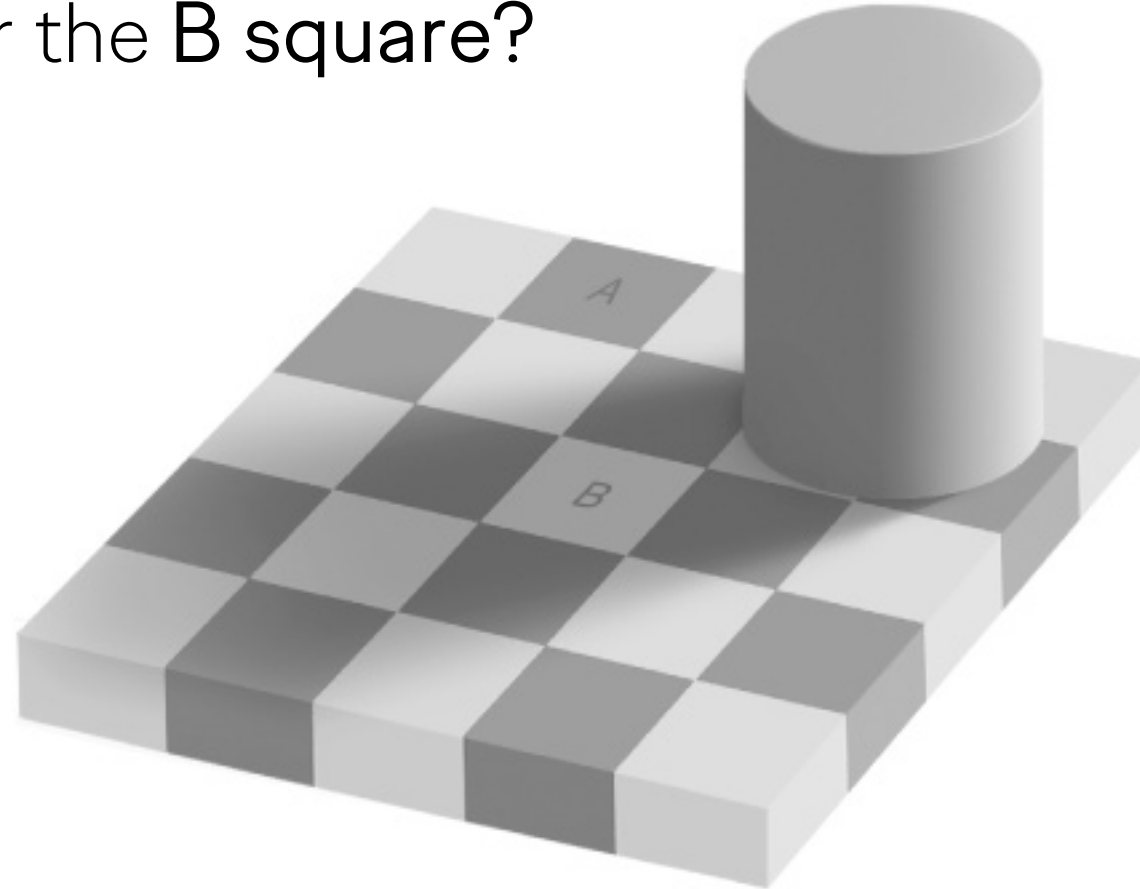
- Traditional Market Research







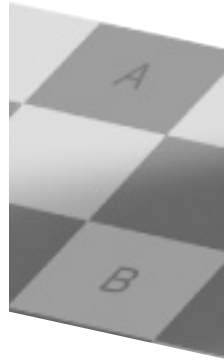
Which square is darker?
The **A** square or the **B** square?



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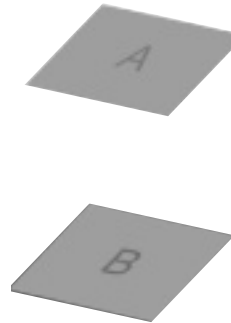
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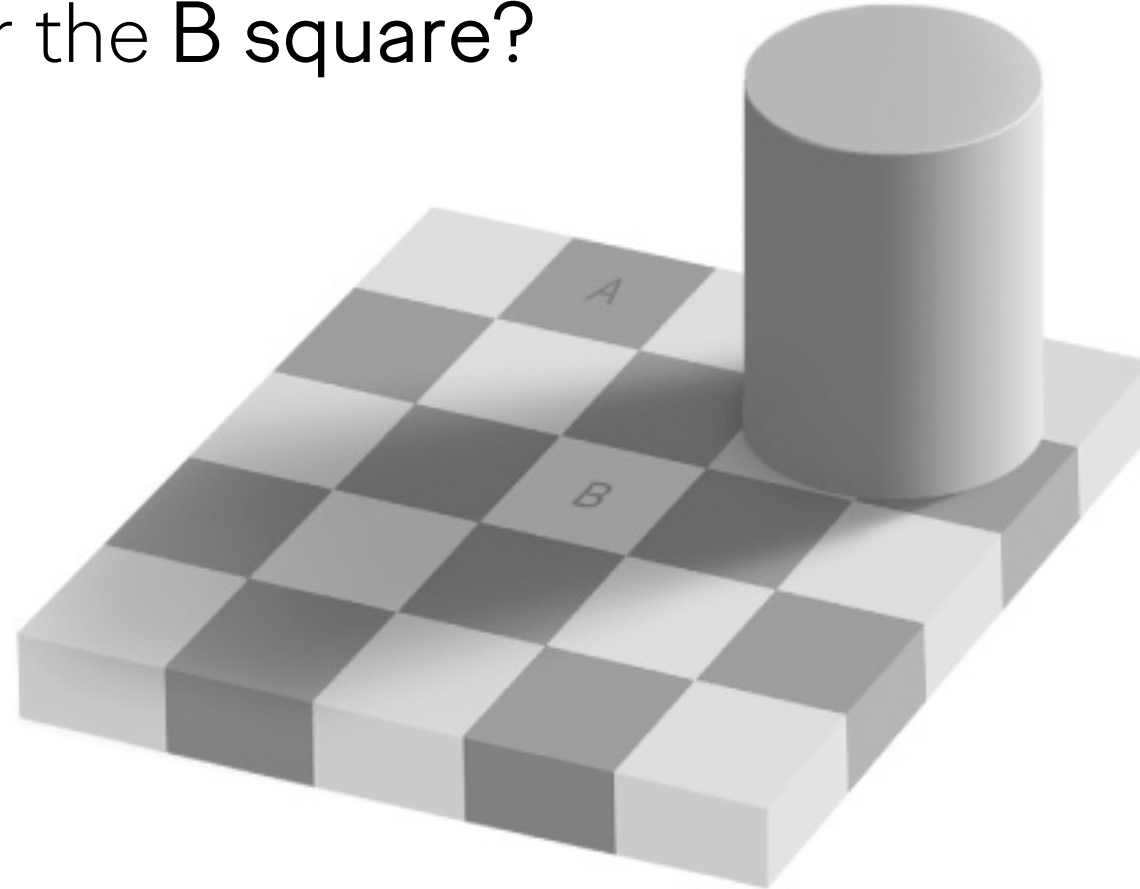
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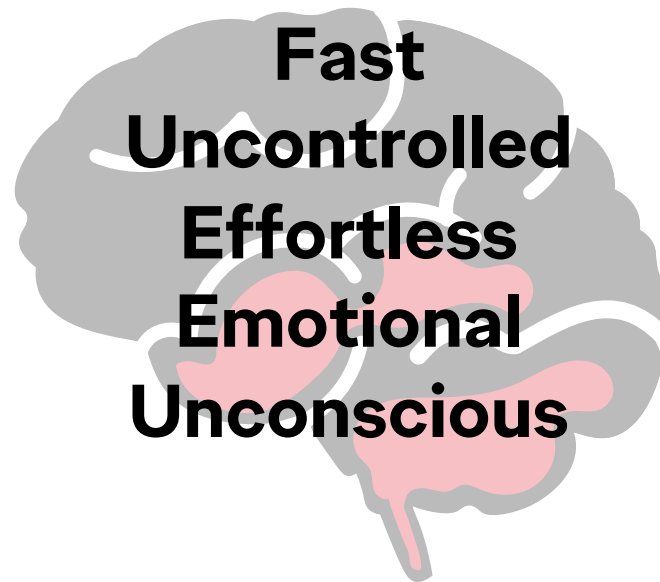
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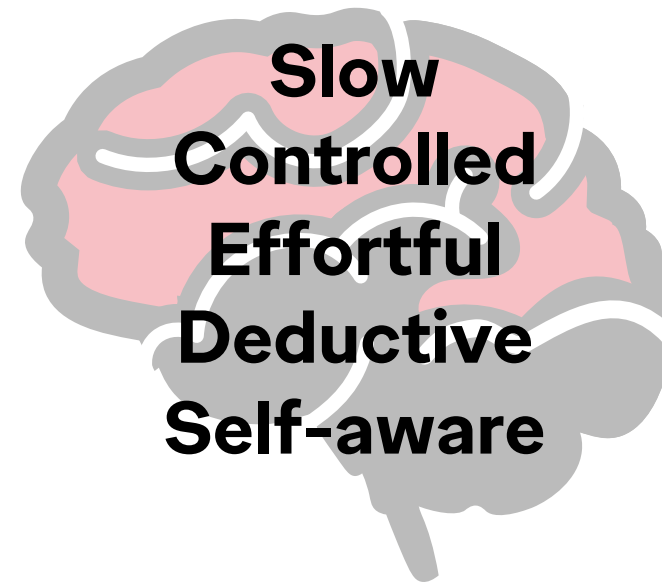
SYSTEM 1



Fast
Uncontrolled
Effortless
Emotional
Unconscious

AUTOMATIC

SYSTEM 2



Slow
Controlled
Effortful
Deductive
Self-aware

REFLECTIVE

Some of our work...

24%

Reducing anti-social behaviour
with a few cans of spray paint



@s_tatam

63%

Increasing hand hygiene
with a simple hand-stamp.



9%

Increasing customer retention
by reminding people why they
joined in the first place.



Ogilvy
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61%

Increasing direct debit sign ups
by ordering by 'effort'

56%

Boosting sales by turning the
disclaimer into the headline.

+££

Increasing revenue through a
sense of ownership



'My' flights

Passengers ⓘ

Adults 16+	Young adults 12-15
1 ▼	0 ▼
Children 2-11	Infants under 2
0 ▼	0 ▼

Find my flights

*Staying healthy, happy & productive
during managed remote working & social distancing*

Healthy

Maintaining the best of health
while working remotely.

Happy

Keeping happy, energised and
connected with each other.

Productive

Getting the most from the time
we spend working.

Healthy

Healthy



Old Habits

Where you can, do your best to maintain existing routines.

Give yourself a commute

Give yourself a “*commute*” – take a 15-20 minute morning walk, listen to music, read a book, or schedule exercise before or after work.

Stay Connected

Social interaction is good for the brain and the body.

Follow the “2 hour rule”

If it’s been longer than 2 hours since you connected with someone, find a colleague to bounce ideas with or a friend to reach out to.

Check-in

...with yourself and others.

Get to know yourself

Check-in with others regularly to share how you are feeling. Expressing gratitude for what you have, can boost empathy, psychological and physical health.

Healthy



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Talk BIG & small

Sometimes the ‘small’ is most valuable.

Make time for small talk – it’s important we don’t forget the benefits of casual and spontaneous connection – the ‘chit’ in the ‘chat’.

Unleash the Hounds

Animals heal.

If you have a dog, share it 😊 Interacting with animals has been shown to decrease stress and lower blood pressure and generally boost our mental health.

New Tricks

A time to start something.

Learning new things helps break out of our normal patterns. Challenge yourself to learn a skill or work on an existing talent – this all helps to keep the brain fresh!

Give Yourself a Commute



Where you can, do your best to maintain existing routines.

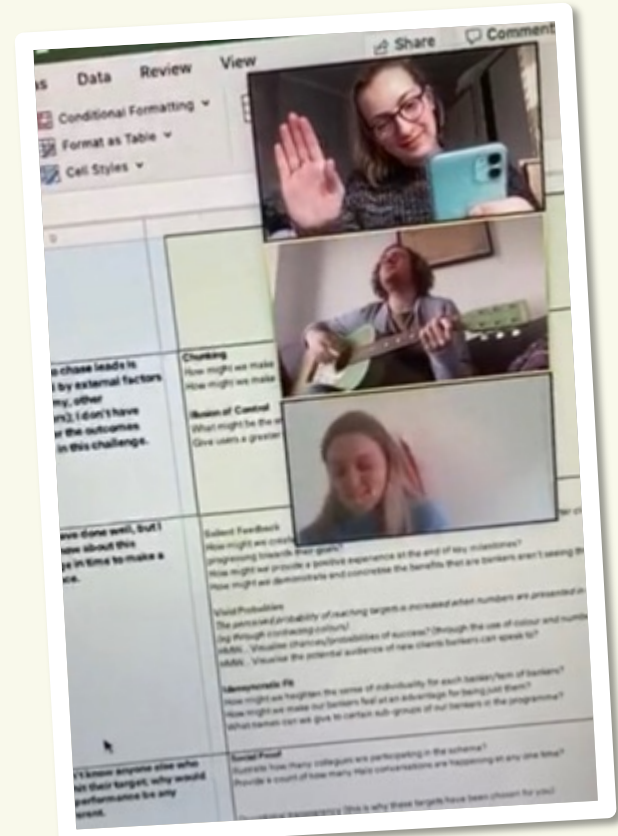
@s_tatam

Unleash the Hounds



Animals generally boost our mental health.

New Tricks



Keep the brain fresh and learn something new!

Ogilvy
Consulting

Team 'Check-in' Guide

Morning

1. Your form score
2. Your focus for the day
3. Any support needed
4. Gratitude statement

What's your form today?

- 10 Lifetime peak form
- 9 Exceptional form
- 8 Very good form
- 7 Good form
- 6 Average form
- 5 Low form
- 4 Very low form
- 3 Extremely low form
- 2 I am struggling and need help
- 1 Crisis, seek help now

Afternoon

1. Your form score
2. Surprise of the day
3. Thank you to someone

How are *you* keeping healthy?

- ❑ *Keeping Old Habits* – Where possible, maintaining existing routines.
- ❑ *Checking in* – With your emotions and expressing gratitude.
- ❑ *Talking BIG and small* – Making time for small talk.
- ❑ *Unleashing the Hounds* – Sharing your dogs with pride 😊
- ❑ *Learning New Tricks* – Breaking patterns and connecting synapses!

Happy

Happiness

“Social” Media

Connect meaningfully as often as possible to maintain close relationships.

See faces and hear voices.

Our brains react positively when seeing the faces of others, and it facilitates more meaningful conversations. Make video calling and phone calling your default means of communicating rather than text or social media.

Mix it Up

The brain craves novelty. When possible, mix it up.

Where in the world?

With the options now available on Zoom, it's easy to mix it up and have some fun when speaking to colleagues.

Where are you dialing in from?

Think Green

Embrace Biophilia in your home.

Surround yourself with nature

Biophilia is the innate connection we feel with nature. Even short exposure to plants and nature boosts our mood. So bring the outside inside. Get yourself some plants to look after and they will look after you.

Get Physical

Exercise releases endorphins in our brains that makes us feel good.

Get moving together

Create your own home workout from the hundreds of home exercises available and share it with others, or find a digital training partner and workout out together.

Happiness

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Sensory Connection

Increase your *sensory* connections.

Share your environments with each other.

Whether it's an hour long Zoom DJ session, or a joint virtual coffee break, share your environments virtually, to bring you closer together.

‘Own’ your Space

Take charge of your home space and create a daily routine.

Make small positive changes to your environment to help you feel more in control. Start by making your bed each morning, tidy the house, engage in a normal pre-work routine. Pack your office bag at close of play and take it away from your living area.

Help Others

“Happiness is amazing. It's so amazing it doesn't matter if it's yours or not.”

Find a way to help others

As social creatures making others happy makes us happy. Set aside time in your day to think about how you can help others. Ask those you see or speak to, about how you can help them in any small way, or get involved volunteering.

A Happy Stomach

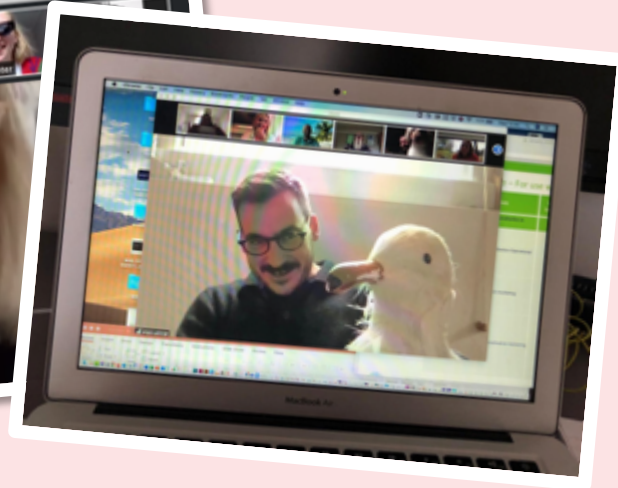
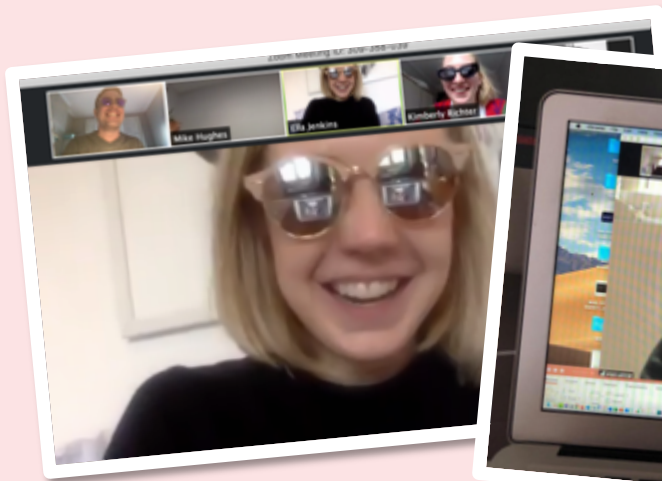
Our brains draw parallels between food and emotion.

Take the time to eat the food that makes you happy.

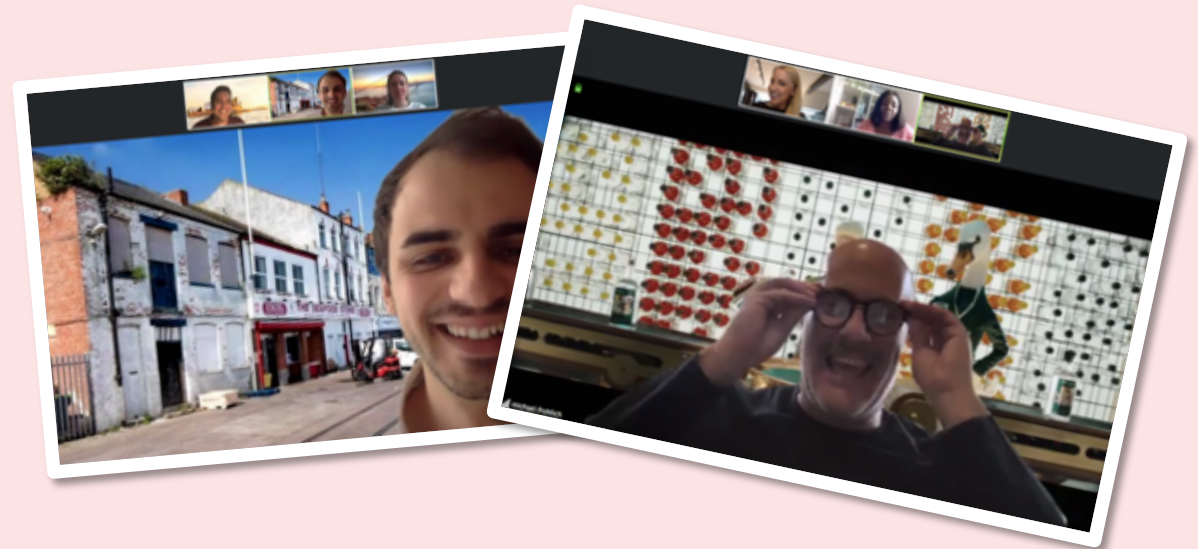
By eating foods that remind us of specific times, we symbolically *consume* past happiness. Our consumption affects us on both a physiological and psychological level.

Mix it up

The brain craves novelty.
When possible, mix it up.



Item Challenge



Where in the world?

<https://support.zoom.us/hc/en-us/articles/204674889-Zoom-Rooms-Customized-Background>

How are *you* lifting the mood?

- ❑ *Using “Social” media* – Seeing *faces*, not just hearing voices.
- ❑ *Mixing it up* – Creating variability in your workstyle.
- ❑ *Thinking Green* – Embracing ‘biophilia’ in your home.
- ❑ *Getting Physical* – Exercising to release endorphins.
- ❑ *Helping Others* – Time in your day for others.

Productive

Productive



Get into 'Flow'

Reduce the temptation to task switch.

One thing at a time (be wary of beeps and blings!)

Try not to task switch between work activities as you'll reduce your chance of getting into flow and doing your **deep thinking**.

Out of Office

Beware of 'virtual presenteeism'.

It's not the fastest finger first

Don't feel an increased need to show your colleagues that you're working. We need to trust each other, and be accountable for our output and not for responding within the minute.

Set Expectations

Be clear on what will happen, when.

Agree response times.

In the office we **see** that the other person is busy or stressed, and we accept longer response times. With home working we are less likely to spot this, so need to over communicate.

Eat the Frog

Avoid starting with the 'easy stuff'.

Important before Easy

It's tempting to do the easy stuff first, and feed our 'instant gratification monkey' but that makes your working day harder. Do the important stuff *first*.

Engage in Meetings

Don't become a passive passenger.

Don't hold back on camera

Don't be a 'muted ninja', share your gift and keep yourself in the game. It can be a new arena to gain confidence talking in, just remember we're all in the same boat figuring it out together.

Keep Iterating

Let a good idea come from anywhere.

Continual development

None of us have this cracked, but if we learn from each other and share our thinking we will be better. Treat this as an experiment where you test, learn and share your findings.

Trust Each Other



Keep doing your great work, don't worry about replying within seconds to show you're working.

Keep Experimenting



Nobody has all the answers, but we'll figure it out together.

Don't Go Quiet



Engage in a virtual meeting like you would a face to face one, don't sit quietly on mute!

How are *you* keeping Productive?

- ❑ *Getting into 'flow'* – Trying not to switch tasks.
- ❑ *Embracing Out of Office* – Avoiding digital presenteeism
- ❑ *Setting expectations* – Managing 'unobservable' pressures.
- ❑ *Eating the frog* – Important before the easy.
- ❑ *Engaging in meetings* – Not being a 'muted ninja'

Q&A



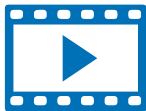







Want to learn more?

Sam Tatam
Head of Behavioural Science Practice
Ogilvy Consulting

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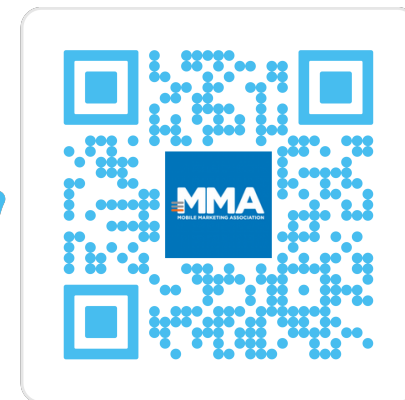
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Thank You!